

Message Text

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ACTION COME-00

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R 170130Z JUN 74

FM AMCONSUL OSAKA KOBE

TO SECSTATE WASHDC 1527

INFO AMEMBASSY TOKYO

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E.O. 11652: N/A

TAGS:BEXP, JA

SUBJECT: IN-STORE PROMOTIONS, HANKYU BUYER GROUPS.

REF: STATE A-3801

1. SUMMARY: HANKYU IS INTERESTED IN ASSISTANCE OFFERED REPAIR PROBABLY IN SEPTEMBER. WILL PROVIDE ROUGH ITINERARIES BY END OF NEXT WEEK. PROMOTION PLANNED FOR APRIL 4-9, 1975.
2. HANKYU PRESENTLY HAS BUYER IN NY TALING TO WOMEN'S FASHIO GOODS MANUFACTURERS. PALNS RETURN TRIP IN JANUARY 1975. ACCORDING TO HANKYU, U.S. WOMEN'S FASHION FOR SPIRNG AND SUMMER WILL NOT BE EXHIBITED BEFORE JANUARY 1975. PURCHASES AT THAT TIME WILL HAVE TO BE SHIPPED AIR FREIGHT TO ARRIVE IN TIME FOR SPIRNG IN -STORE PROMOTION. CAN DOC ARRANGE PREVIEW EARLIER TO PERMIT SEA SHIPMENT? LOWER TRANSPORT COST WOULD IMPROVE PRICE COMPETITIVENESS OF U.S. PRODUCTS, VIS A VIS OTHER IMPORTED PRODUCTS.
3. EARLIER THIS YEAR, HANKYU ABTAINED NATIONAL HOUSEWARES SHOW EXHIBITORS LIST AND SELECTED FIFTY COMPANIES FOR MAILING (MAILING INCLUDED CONGEN LETTER OF INTRODUCTION WITH PLUG FOR WTDR.) FROM RESPONDANTS, HANKYU HAS SET UP APPOINTMENTS WITH ABOUT 15 FIRMS FOR SECOND BUYER WHO WILL BE IN U.S. IN MID-JULY. BUYER WILL ALSO ATTEND NATIONAL HOUSEWARES SHOW IN CHICAGO. NO ASSISTANCE REQUIRED FOR THIS BUYER.
4. IN GENERAL, HANKYU IS WARY OF BUSINESS SHOWS BECAUSE THE

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ATMOSPHERE IN UNSUITABLE FOR BUSINESS DISCUSSIONS. ASSUMING

DOC ESCORT AVAILABLE, CONGENOFF MENTIONED THAT ESCORT COULD ARRANGE PRIVATE MEETINGS WITH EXHIBITORS ON SHOW PREMISES, LOCAL PRIVATE BUSINESS OFFICES OR DOC OR OTHER GOVT AGENCY OFFICES. HANKYU BUYER WOULD ONLY HAVE TO POINT OUT EXHIBITING COMPANY TO ESCORT.

5. CONGENOFF EXPLAINED THAT DOC OFFERED TO SOLICIT MEETINGS WITH U.S. FIRMS AND PROVIDE ESCORT DURING STAY IN U.S. MENTIONED OIM LIST OF 700 FIRMS(REFAIR). IF PRACTICAL, HANKYU WOULD LIKE TO REVIEW ENTIRE LIST ASAP. IN ANY CASE, HANKYU PLANS ONE OR MORE BUYER GROUPS IN SEPTEMBER. ROUGH SCHEDULE AND PRIORITY PRODUCT LIST TO BE PROVIDED BY END OF NEXT WEEK. WILL FORWARD DOC(GOOTENBERG)ASAP. REQUEST DOC RECOMMEND ADJUSTMENTS TO ITINERARY IN LIGHT OF PRODUCT LIST, AS NECESSARY.

6. MARUBENI(NEW YORK) AND HANKYU(LOS ANGELES) WILL ACT AS SHIPPING AGENTS/CONSTRUCTING AGENTS FOR HANKYU, AS NECESSARY, SO THAT U.S. FIRMS DISINCLINED TOWARD LETTER OF CREDIT TRANSACTIONS CAN HANDLE SALE TO HANKYU ON SAME BASIS AS DOMESTIC U.S. SALE. SUCH ARRANGEMENTS, OF COURSE, ARE NOT RPT NOT PREFERRED.

7. HANKYU HAS SELECTED APRIL 4 THROUGH 9 AS IN-STORE PROMOTIONS DATES. PERIOD WILL COINCIDE WITH 27TH ANNIVERSARY OF HANKYU AS SEPARATE COMPANY.

8. FOR SEPTEMBER TRIP, CAN DOC PROVIDE LIST OF SHOWS WHICH INCLUDE MEN'S ACCESSORIES, GIFT ITEMS, TOWELS(NOTE TOKYOA-361) AND SHEETS? THIS WOULD BE IN ADDITION TO DALLAS, SEPTEMBER 1-6.

9. SINCE IN-STORE PROMOTION PROGRAM PROVIDES FOR FOLLOW-UP REPORT, ASSUME EVALUATION PROVISIONS OF STATE A-3692 DO NOT APPLY TO HANKYU AND DAIMARU.

10. OFFER OF ASSISTANCE FOR REPAIRALS MADE TO DAIMARU. REACTION EXPECTED BY END OF JUNE.

11. ACTION REQUESTED:

A. LIST OF 700 FIRMS.

B. ANSWER TO QUESTION PARA 2.

C. LIST OF SHOWS PARA 8.

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HOLLOWAY

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